



# FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

8 East 77 Street, New York, N.Y. 10021 • 212-861-4760 • Vol. 1, No. 3 December, 1972

## '73 Fall Fabrics—From Interstoff

Dateline: Frankfurt, Germany (by Cable)

Country Classic look dominates English hunting look and colors. Houndstooth, herringbone and gingham checks—all sizes and fabrications; glen plaids and donegals with color nubs.

Doublefaced fabrics, real and fake, very strong. In luxe wool classics, two-toned solid, pattern with solids, and pattern with pattern; also mixed fibers. New looks in cotton double-faced, print-faced piles and brushed flannel-faced piles.

Menswear increasingly important. Classic constructions and patterns, also double-faced. Homespun types new.

Flannel strong as a basic; also prints, jacquards. Jersey soft hairy surfaces, printed. Gabardine still strong, from France and Japan. Piles continuing interest: corduroy, velveteen and deeps—particularly shaggies.

Shirtings—chambray revival, classic stripes and patterns. Unbleached muslin and gauze types continue with new prints. Voile—wool or cotton always printed.

Evening—luxurious dress fabrics augur fewer night pants, more dresses. Chiffons woven with velvet patterning; glitter—more gold than silver. Black strong.

Prints and patterns—small still most important, designs subdued. Menswear patterns dominant—pinstripes, checks, glens. Geometrics—3-dimensional cube patterns; also dots, all types and combined with figuratives. Orientals—minor, but note Persians.

Colors—neutrals most important. Beige, brown, tan touched with orange, gold or teal. Gray with pink. Olive green, basic. Jewel tones—important accents—deep red, teal and peacock; jade, some purple. New blues grayed like cadet from light to medium dark. White grounds new for fall prints on flannel, cotton.

## FI looks at Paris in the Spring

(A Report on Spring '73 Pret-A-Porter)

General Mood: Clothes look more grown-up, fresh, gentle. Extremes are out. Spring '73 points to more subtle, sophisticated way of dressing. Easy looks prevail, with new softness, easier fit.

Sportswear trend: MATCHING and COORDINATION show up very strongly in most collections, in every price range for both jr. and sophisticate . . . with the blouson silhouette the most prevailing look.

Fabrics: Of major importance . . . especially dressier ones like creamy chinese silks, sharkskin, shantung. Add cotton like poplin, gabardine, voiles dotted swiss, matelasses, piques, pincord.

Patterns: Everywhere stripes of all kinds, widths, spacing, and color combinations. Really new—pajama stripes. Seersuckers continue plaided and striped. Slubbed and natural linen very important.

Prints: Looking newest on white, ecru or black grounds. (Our vote for ecru.) Mostly delicate and widely spaced florals . . . either gathered in bunches, etched on pin dotted ground, splashed on very fine-lined, delicate plaids or checks, or combined with geometric motifs.

Colors: Pastels more muted and less baby-looking. Ecru top solid color everywhere. French blue, apricot, hot pink, turquoise also important. Plus the traditional red, white and navy.

Details: Elasticizing and tunnel-drawstringing continue predominant. Welt-seaming big too—in all categories, replacing top-stitching. Note large buttons on jackets, skirts, dresses, sweaters. Press snaps used as closings and on pockets. Zippers big on jackets and jumpsuits. Lots of  $\frac{3}{4}$  or elbow sleeves.

(Continued on page 2)



## FI looks at Paris in the Spring (Continued)

Necklines and bare skin: Stand-away necklines, v-necks, bateau, round, square, off-the-shoulder, draped bandeau, bare backs.

Waistlines: Almost always pulled in or underlined by bands or elastic gathers . . . on skirts, pants, etc.

Lengths: Variety here. Short lengths from mini to 2" above knee for juniors and in casual wear for sophisticates. Longer lengths go from knee-skimming to the new peasant length (7" or 8" up from ankle) to ankle length. Peasant length shown both for day and evening. We feel juniors will first accept it for day and active wear . . . and the soph. will wear it for evening and active wear, like beach.

Pants: Continue strong . . . with a wide variety of looks—new softness, new shapes, new lengths.

Modified oxford bag: Fitted through torso with width and fullness of pant leg starting from top of thigh. Interesting waist treatment like belt loops and softly sashed waist.

Soft Pants: Usually wider at hem than oxford bags with no front or back creased seams . . . so pants fullness flows softly. Either all-around or 3/4-waist elasticized or tunnel drawstrings.

Capri and stovepipe pants: Both very tight fitting and very 50's. Juniors will love them.

Jogger pants: Very wide elasticizing at the waist and ankles. A very prophetic look!

Bermudas: Wide cuffs and worn just above kneecap.

Jumpsuits: Look newest with capris and stovepipes . . . and very low bared backs.

Skirts: Dirndl and straight skirts—prophetic.

Shirts: Waistlength overblouse with definite blouson look really big. Many above elbow length sleeves with wide turned-back cuffs or prophetic sleeveless versions. Necklines with notched collars spread, open-neck style. Thigh length overblouses also with blouson look. Loose flowing smocks definitely on the way out.

Jackets: Shown mostly with skirts or pants. Waist or thigh length blouson predominant—elasticized tunnel-drawstring, or set-in waistbands. Newest look—the stretched-out blouson with drawstring or elasticized band snugging the derriere.

Daytime suits . . . important. Blouson waist; thigh length jackets; and the New shape Waistcoat Jacket . . . teamed with pleated, flared, dirndl, str. skirts.

Dresses: New, interesting variations on Shirt-dresses. Now with soft, mobile skirts or straight skirts. Bared shoulders and backs. Very prophetic look—the long torso line with pencil slim or soft and mobile skirts. Other winners: the dress with a circular skirt . . . vamp dresses . . . peasant dresses.

Sweaters: Infinite variety. Long torso pulls down to cover derriere. Long cardigans with gathered pouch pockets and ribbed wrists. Short cardigans with puffy sleeves. Tennis sweaters with stripes on deep v-neck. Lots of contrast piping, shawl collars, kimonos, sleeveless sweaters, lurex knits, snowflake jacquards.

Tops: Lots of bare midriffs. Tied halter necks, very low to waist, bared-back, wrapped sash waist. T-shirts with tiny beaded collars. T-shirt prints with logos of Pepsi or Coca-Cola, Camel cigarettes, poster prints.

## Accent on accessories at '73 French Pret-A-Porter

Gold stands out . . . in classic kid belts, openwork caps, high-heeled sandals, shoulder bags, flat totes, embroideries, braid, jewelry.

Shoes slim down . . . high-heeled stripping sandals reappear for day and night. And very new, completely flat sandals. Espadrilles and clogs go on . . . but less eye-catching than the slimmer shoes.

Head coverings are "in" again . . . calots, draped turbans, an open crown turban, knotted scarves, off-the-face felts.

Jewelry is more important . . . bare necks bring necklaces back: long necklaces of round beads (several used together), chains, sautoirs, pendants . . . gold, crystal, pearls, ivory. Real classic jewelry should make a comeback soon.



## Special FI Report: French Pret-A-Porter French Connections worth making

More than 850 manufacturers showed in Paris this fall (Oct. 21-27) and FI was there to cover the proceedings for you. Most showed at the Porte de Versailles, some at the Hilton, a few in their own showrooms.

We've chosen whom we consider tops in the various categories. In this first report, we'll cover as many as space allows. In our next issue we'll give you many more. (Suggestion: file for future use.)

### Sweaters

Chloe, 71 av. Franklin D. Roosevelt. Tel: 359-1563. Cardigans and pullovers in jacquards, wool and acrylic. Prices from \$50 (Expensive but very beautiful).

Jean Rychter, 36 rue du Caire. Tel: 508 5771. Long shetland jackets from \$16. Pullovers in acrylic, \$9-16; wool crepe, \$9-13.

Dorothee Bis, 35 rue de Sevres. Tel: LIT 8611. Wool jacquard pullovers \$16; acrylic \$9.

Kenzo, 46 rue St. Anne Paris. Tel: RIC 9011. Tennis-style pullovers from \$8.

Sonia Rykiel, 6 rue de Grenelle. Tel: BAB 4322. Sweaters from \$18.

Francis Laurent, 19 rue de Caire. Tel: 508-0553. Pullovers in striped Lurex \$18.

Tiny Girl, 59 rue Reaumur. Tel: 231 3493. Plaid sweaters in lurex, \$11-15.

Timwear, 6 Cite Paradis. Tel: PRO 9719. Tremendous collection. Sweaters, \$8-33.

Sidonik, S.A. Herve rue Pasteur in Port Brillet. Tel: 21 at Port Brillet. Pullovers from \$6.50.

Suffer Aone Industrielle, La Roche sur Foron. Tel: 205. Pullovers from \$6.50.

Cofintex, 16 rue Montgolfier. Tel: 272 7216. Sweaters, Pullovers from \$7.

Limitex, 30 rue Volta. Tel: 887 1025. Sweaters, Pullovers from \$7.

### Leather Clothes

Brezin, 64 rue Rambuteau. Tel: 887 9563. Leather dresses \$75.

Pikar, 6 rue du Parc Royal. Tel: 272 2120. Long shirts \$55.

Furs-Ettex, 7 rue Debelleye. Tel: 272 1078. Leather shirts (shifts) \$58; pants \$50.

## Good buying offices mean good buys Part II: The Small Specialty Shop

Relatively few buying offices in Europe accept small shops as clients. So if you find one you like, cherish it.

Why use a buying office abroad? To research the markets . . . arrange shipments . . . take care of details . . . even send you sample merchandise.

Our suggestions: Write potential agents several months before your trip. Explain your needs and ask for an idea of fees. Schedule your trip when there's no major exposition . . . for better service.

### London

Mavis Cooper, 58 Warwick Gardens. Write: Mavis Cooper. Tel: 602 3531. Prefers clients on annual retainer fee but handles small shop on "individual need" basis. Accounts include Anjene Shops of Toronto.

### Florence

Lejer, Lungarno Accaioli, 10. Write: Paul Sherman. Tel: 284 021. Small office handling small shops on 5-7% commission (minimum expenditure—\$4000/yr.). Accounts like Fashion Bar of Denver, Jerome's in Okla. City, Town & Country in Boston.

Attilio Bottani, Via L. Alamanni, 23. Write: Attilio Bottani. Tel: 272 437. Alert, live-wire firm. Heavy in knits and leather. Handles importers AND small shops like Joan Helmers of Portland. Wholesalers include Vartan Intl. Jaclyn, Trissi, W., Kaspar.

Garry Export, 2, Lungarno Corsini. Write: Robert Connally. Tel: 294 598. For small, chic specialty shops dealing with apparel, giftware, home accessories. Accounts: Pamela Rank of Palm Beach, Lewis Handbags.

### Paris

E. Boas et Cie, 8 rue Ambroise Thomas. Write: Jean Pierre Boas. Tel: 824 8870. Now merged with A. Schloss. Handles dept. stores and large shops but accepts small stores . . . like Owen's Town Shoppe in Chapel Hill and Mike Bain (men's wear), L.A.

Roger Gourbaud, 8, rue Montyon. Write: Mme. Gourbaud. Tel: 770 7746. Specialist for small shops like Cyrild of Boston; Distingue Dress of NYC. Quality mfrs. such as Quality Design.



### **Florence has resources worth a "si"**

Yes, your next Italian buying trip will be more productive if you check out these Florence showrooms. They all handle three or more collections from all over Italy.

Showroom, 56 via B. Varchi. Tel: 577 787. Shows Supermaglia shirts, sweaters, knit tops for both sexes . . . from \$4.60-5.55 first cost. Also Paoletti cotton print blouse and skirt combos . . . from \$16-22 first cost; and cotton long dresses at about \$20; and IMI children's clothes—dresses at \$2.25, pants for \$1.60. (See F. Palumbo.)

Gio Ca, 4, Piazza Strozzi. Tel: 263 649. Shows beachwear, belts, etc. (See Mrs. G. Forti.)

Vuesse, 21, via di Villa Emiliani. Tel: 850 286. Multi collections of jewelry, belts, bags.

Showroom Ghini, 11, via Santo Spirito. Tel: 287 939. Handles several knit and novelty tops mfrs. Also jewelry from Venice. (See Mrs. Ghini.)

Showroom H.S., Piazza Vitale Strozzi. Tel: 284 598. Great selection of handicrafts, luggage, furniture.

Showroom Pestelli, Piazza Santa Trinita, 1. Tel: 261 381. Shoes, knitwear, sweaters.

Showroom Vernareccie, 11, via Santo Spirito. Leather garments. High-priced, "high fashion" ready-to-wear.

### **London speaks . . . with sophistication**

London Fashion Week (at the end of October) saw the same mood prevail as in Paris. Top young London designers are turning out sophisticated, grown-up elegant clothes. Fabrics include crepe, jersey, challis, voile surah, satin, flannel, Donegal tweeds, pin-checks. Color favorite is ecru; other favorites: gentle, softened pastels, black, white, burnt orange, silver grey, a deep, greyed green.

### **Coming up in FI**

- American Ready-to-wear . . . Spring buying trends
- Interstoff Fabric Exhibition . . . in depth evaluation: resources
- Researched list of overseas buying offices for department stores and large specialty shops
- New, up-to-date info on Rome boutiques

### **Hats are still "on" . . . but millinery market week is off**

Women are still wearing hats . . . but the traditional January Spring Millinery Market Week and Trade Show in New York will not take place in 1973. There's a good reason for the "No Show." Millinery buyers no longer concentrate on one buying week, but set their own N.Y. trips for maximum flexibility . . .

### **First U.S.A. showing of Picasso work at N.Y. Tapestry Show**

Today's artists are manipulating the ancient medium of tapestry into a completely contemporary major art form. Signed tapestries by Picasso, Paul Klee, Chaim Gross, Joseph Hirsch highlight the N.Y. Tapestry Show at the Forum Gallery at 1018 Madison Avenue from Dec. 2 to Dec. 22. The Picasso work, recently completed, has its first showing in the United States. Most of the tapestries displayed were woven at St. Cyr, an atelier famous for its interpretations of works by major artists.

### **Inspiration for designers in Paris**

Here's a great spot where you easily can spend half-a-day or half-a-week and get inspired. It's Centre d'enseignement et de Documentation at 105 Bvd. Malesherbes. You'll find 5000 complete costumes, 18,000 individual pieces, 1000 hats and items of lingerie . . . all dating from the 18th century to the present.

## **FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD**

*Editors:* Mildred Finger, Merchandising and Fashion Consultant

Ruth Finley, Publisher—Fashion Calendar

*Contributing Foreign Editor:* Micheline Fried, Paris Fashion Journalist

*Correspondents:* Janet Lazarus, Freelance Fashion Consultant, London

Jeanne Contini, Freelance Journalist, Rome

Six months subscription \$25

One year charter subscription \$39

Published monthly by FI Publishing Inc., 8 East 77th Street, New York, N.Y. 10021 • (212) 861-4760